

PRELIMINARY FIELD MARKET RESEARCH REPORT

For: **Dog watering toys**

To : Jeff Chamberlain, Inventor

Date: 12/5/2000

From: Q & A TARGETED MARKET RESEARCH

Executive Summary

Independent field market research was conducted during November and December 2000 in 3 counties of Southern California : Los Angeles, Santa Barbara and Ventura. A total of 91 respondents were Included in this survey with ages ranged from 5 to 78 years old. The normal random ethnic mix was present in this regional survey. 51% males and 49% females were included in study. The survey was conducted using clients models & drawings. The target audience was : Pet owners and consumers.

RESULT OF SURVEY :

1) Positive response to "**Dog Watering Toys**" product and willingness to purchase : **86%**

2) Preferences for **waterfill size** varied widely by size of pet with average 6-12 Oz preferred by most

3) Price point (single item)

Low was : \$4.00

High was : \$ 15.00 plus.

Average bell curve, **Price Point is : \$5.00-\$7.00**

4) Preference for purchase :

For own pet (dog) : 77%

As a gift : 68%

5) Product longevity expectations at price point :

-Low : ½ year to 1 ½ years high.

6) Versions preferences :

Squeeze 55%
Chew 79%
Plush 61%

7) Trade mark /brand identity name preference :

"Dog Watering Toys " 70%

Other names suggested :

- H2O Play
- Self Water Toy
- Water Me Toys
- Aquachew
- Chew & Drink
- Drink & Chew

CONCLUSION AND COMMENTS :

"Dog Watering Toys" received a favorable response of 86% of a survey at a price point of \$5.00-\$7.00

Pet owners would purchase 77%

Consumers would purchase as a gift 68%

CONSUMER COMMENTS & FEEDBACK OF OVERALL PRODUCT SURVEY INCLUDED

- Are they refillable
- Sanitizise/Cleaning procedures
- Non-toxic materials for chew
- Can a baby chew on them without harm?

MARKET RESEARCH

FOR

DOG WATERING TOYS

(Squeeze/Chew/Plush Concept)

1. How well do you like this product?

1 2 3 4 5 6 7 8 9 10

(poor)

(excellent)

2. What ounce size(s) would satisfy your needs?

(3-6) (6-12) (12-18) (18-24) (24-30)

3. How much would you expect to see this product(s) sold for?

(\$4-6) (\$6-8) (\$8-10) (\$10-12) (\$12-15)

4. If sold at that price, would you purchase it for?

Your Dog As a gift Both Neither

5. At that price, how many months should it last?

1 2 3 4 5 6 7 8 9 10 11 12

6. Which version most suits your needs?

(Squeeze) (Chew) (Plush) Other: _____

7. What name best describes this product?

"Dog Watering Toys"

1 2 3 4 5 6 7 8 9 10

(poor)

Other name suggested: _____

(good) _____

Comments: _____

Age _____ M / F Household Income _____ Dogs: Y / N (# _____)

Qualified Respondants: Dog Owners / Pet Owners / General Consumers

Standard Preliminary Research
(Field Market)

AGREED:

By Jeff Chamberlain

Date October 30th, 2000